

ABSTRACT OF THE DISCLOSURE

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3 A method of recording and reporting consumer interaction with a digital publication. The method
4 of recording and reporting consumer interaction with a digital publication comprises the steps of
5 advertisers submitting content to a surveyor, the surveyor incorporating the content submitted
6 into a digital publication stored on a digital medium, sending the digital publication to consumers,
7 consumers browsing the digital publication on consumer computers connected to a surveyor
8 server via an internet, and consumer interaction histories being reported to the advertisers. The
9 surveyor may send reports to the advertisers, either upon request by the advertisers or periodically
10 as ordered by the advertisers. Each report may include a report identification section, a timeframe
11 & quantity section, a map section, a response rates section, a usage rates section, and a
12 spreadsheet button. Major advantages of the instant method of recording and reporting consumer
13 interaction with a digital publication include real-time transparent reporting of consumer
14 interactions and purchases, detailed interactions reporting including length of time spent in each
15 digital publication section, and customizable reports to meet the needs of specific advertisers.